

CLAIMS:

1. A method of promoting a web site using a can-top advertisement, the method comprising:

 placing an Internet address associated with an Internet site on a can-top advertisement;

 placing a first unique identifier on the can-top advertisement;

 distributing the can-top advertisement on the top of a can;

 presenting an Internet site to a user that navigates to the Internet address;

 prompting the user to enter a second unique identifier on the Internet site; and

 determining whether the second unique identifier is the same as the first unique identifier.

2. A method of promoting a web site using a can-top advertisement, the method comprising:

 placing a unique Internet address associated with an Internet site on a can-top advertisement;

 distributing the can-top advertisement on a top of a can;

 presenting the Internet site to a user who navigates to the Internet site using the unique Internet address;

 recording the user's visit to the Internet site; and

 associating the user's visit to the Internet site with the can-top advertisement based on navigating to the Internet site using the unique Internet address.